Webmaster User Group

August 23, 2006

Department of
Technology Services

Agenda

- Introduction
- Session Overview
- Portal Redesign Project Update
- IOUCA Update
- Audience Participation
- Conclusion

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An Evolution of Excellence

eGov – After The Hype
WebMasters Forum

P.K. Agarwal

August 2006

World Fair 1893 - Chicago

The Future – Eyes of 1893

- Taxation reduced to a minimum
- Entire world open to trade
- No need for standing armies
- People will live to be 150
- Government would have become more simple because true greatness always tends toward simplicity
- Free mail delivery, no mortgages, removal of divorce laws…..

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"e" Defined

eServices

eDemocracy

eCompetitiveness

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Is there a Web 2.0 for California government?

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eCompetitiveness

Are Californians going to be better off, economically, ten years from now?

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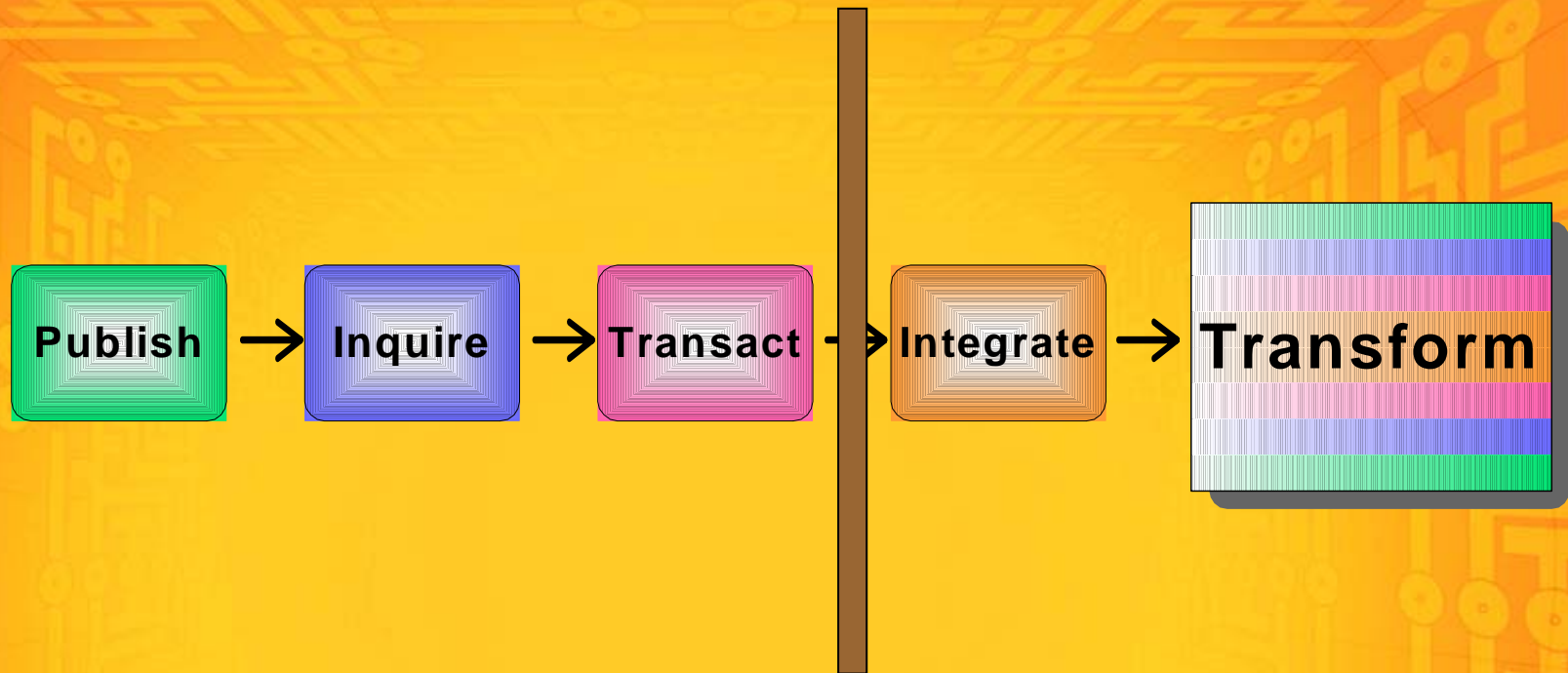# "Let one thousand flowers bloom"

CA vision for e-services?

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How Americans Get in Touch With Government (2004)?

- 42% said they used the telephone the last time they contacted government.

- 29% said they visited a government Web site to contact government.

- 20% visited in person.

- 18% sent an email.

- 17% wrote a letter.

- 22% use multiple means to contact government.

Source: Pew Research

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eServices Evolution

Publish → **Inquire** → **Transact** → **Integrate** → **Transform**

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Services are being redefined.

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PHOTO INFO...

NYC.gov
ways open

Residents   :   Business   :   Visitors   :   Government   :   Office of the Mayor

isitors   Experiencing all the excitement the Big Apple has to offer.

✉ Sign up for Email Updates

rch NYC.gov for

[   ] Go

anced Search

To Stay

d and Drink

gs To Do

nsportation

or Events

: For Kids
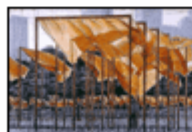
: Boroughs

oric Tours

ks & Facilities

tor Resources

Photo: Chris Long

Tom Otterness on Broadway
Now through November 22, 25 bronze sculptures by one of the
premiere public artists in the country, Tom Otterness, line
Broadway from Columbus Circle to Washington Heights.
▶ Find out more

**"The Gates" are Coming to New York
City**
In February 2005 The Gates will transform
Central Park in a two-week art exhibition.
Seventy-five hundred, 16-foot tall free-
hanging, saffron-colored fabric panels will line

FEATURED EVENT

▶ **New York Cares Day**
Saturday, October 23
Throughout the five boroughs
View Full Events Calendar

DID YOU KNOW

▶ **NYC & Co. Has Visitor
Itineraries**
Not sure what to do on your
next vacation or business
trip to NYC? NYC & Co., the
City's official tourism Web
site, provides several
itineraries for visitors.

▶ **Consumer Complaints Can
Be Filed Online or By Mail**
If you feel you've been
treated unfairly by an NYC
business, you can file a
complaint with the Dept. of
Consumer Affairs online or
by mail.

▶ **Downtown is Growing**
Find out how Lower
Manhattan is taking shape;
learn about current
construction, read about
plans for the World Trade
Center site and memorial,

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Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit   Discuss   AIM   Messenger

Address http://www.nyc.gov/portal/index.jsp?epi_menuItemID=b69b28ca41d29ff6a62fa24601c789a0&epi_menuID=e2a1b26d9be35ff6a62fa24601c789a0&epi_baseMenuI   Go   Links »

Search NYC.gov for   [   ] Go
Advanced Search

Where To Stay

▸ **Food and Drink**

Things To Do

Transportation

Major Events

NYC For Kids

NYC Boroughs

Historic Tours

Parks & Facilities

Visitor Resources

Items 1- 9 of 9

Citysearch Restaurant Guide
Search by location, cuisine, rating, and more at this extensive guide for restaurants.

Digital City's New York Dining Guide
Find a restaurant by neighborhood, cuisine, or keyword at Digital City.

Make Online Reservations
Reserve a table at your favorite City restaurant through OpenTable.

NYC & Company Restaurant Search
Search restaurants by price, location, and cuisine through the City's tourist office.

New York City Beer Guide
Search for upcoming tastings, local breweries, pubs, and bars.

New York Magazine's Restaurant Guide
New York Magazine provides a variety of lists and reviews in addition to an index of City restaurants.

New York Times Restaurant Reviews
Read reviews and search for City restaurants.

Restaurant Inspections
Search for recent restaurant inspection information by name or location.

Time Out New York's Guide to Eating Out
Read reviews and critics picks and search for City restaurants using any number of variables.

Internet

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Address http://www.nyc.gov/html/doh/html/rii/index.html   Go   Links

THE NEW YORK CITY
DEPARTMENT of HEALTH and MENTAL HYGIENE

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Health Topics A-Z
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NYC DOHMH
E-mail Update Services

SEARCH FOR ...
GO

October 23, 2004   1:38 pm

Personal E-mail Updates

Learn About My Health

Learn About My Community

I Want to ...
Apply for a Birth Certificate
Apply for a Death Certificate
Apply for a Dog License
Register a Rodent Complaint
Learn About Restaurants
Get a Flu Shot
Apply for Health Insurance
Quit Smoking

Browse Health Topics
Health Topics A-Z
Animal Safety and Pest Control
Chemical Dependency
Data and Statistics
Diseases and Conditions
Environmental Health
Family Health
Health Care Insurance
Mental Health
Mental Retardation &
 Developmental Disabilities
Public Health Services

Publications

Restaurant Inspection Information

» **Report a smoking violation**

» **Find restaurant inspection results online**

Inspection Policy Documents
- Important Information for Food Service Establishments
- Food Service Establishment Inspection Score Worksheet

Recent Updates
- Golden Apple Awards NEW
- Globalization and Food Safety: What we're doing to Protect our Food Sources: An Education Conference NEW
- "How are we doing?" Sign
- Final Regulations for the New York City Smoke-Free Air Act
- Sample Smoke-Free Workplace Policy
- New York City Smoke-Free Air Act of 2002: Important Information for New York City Business Owners and Employers

Smoke-Free Air Act Information for Business Owners and Employers
- Information on Applying for a Waiver of New York State's Clean Indoor Air Act
- Owner Operated Bar Application

- Inspection Results
- Inspection Policies
- Glossary of Terms
- Information on Food Establishment Operation

Search for a restaurant by name and location.

Get information about the restaurant inspection process.

Apply for a permit to operate a restaurant.

Food safety tips for your home.

Related Topics
- Environmental Health Topics
- Food Safety and Community Sanitation
- Tobacco Control

http://ibihost1.com/nycdoh/web/html/rii.pl   Internet

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Address http://ibihost1.com/nycdoh/web/html/rii.pl   Go   Links

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Personal
E-mail
Updates

Restaurant Inspection Information

To search, click a borough: Bronx   Brooklyn   Manhattan   Queens   Staten Island

©1999 MAGELLAN Geographix / www.maps.com

MANHATTAN
0   1 mi
0   1 km

Inwood Hill Park
Fort Tryon Park
University Heights Bridge
Washington Bridge
Alexander Hamilton Bridge
High Bridge Park
George Washington Bridge
181st St.
St. Nicholas Ave
155th St.
Macombs Dam Bridge
145th St.
145th St. Bridge
W. 135th St. E 135th St
Madison Ave. Bridge
3rd Ave. Bridge
Willis Ave. Bridge
Harlem
W. 125th St
E 125th St.
Triborough Bridge
E 116th St.
Hudson River
Henry Hudson Pkwy.
Broadway
Dyckman St.
10th Ave.
Lenox
Broadway
Ave.
N

**Click any location on the Borough Map
to select a neighborhood list of restaurants.**

or

Enter an Establishment Name
(only the first two characters of the name are required)

[   ]   Find Name...

Go to: Restaurant Inspection Information Page || Administrative Procedures || Inspection Policies || Glossary

Done   Internet

Start   Sign On   2 Microso...   EC 2004 for...   2 Window...   New York ...   1:38 PM

File   Edit   View   Favorites   Tools   Help

Back | Forward | Stop | Refresh | Home | Search | Favorites | History | Mail | Print | Edit | Discuss | AIM | Messenger

Address http://ibihost1.com/nycdoh/web/html/rii.pl

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SUBSCRIBE NOW!

Restaurant Inspection Information

To search, click a borough: Bronx | Brooklyn | Manhattan | Queens | Staten Island

Select an establishment from the list below to view a summary of its most recent inspection on the right.   No. of Restaurants: 181

Name	Address
CHA CHA'S BOCCA	113 MULBERRY STREET, NY 10013
CHA NOODLE	79 MULBERRY STREET, NY 10013
CHAA CHAA	244 EAST 13 STREET, NY 10011
CHAMA SOCIETY	218 WEST 147 STREET, NY 10039
CHAMP GOURMET	30 BROAD STREET, NY 10004
CHAMP'S DELI	71 BROADWAY, NY 10006
CHAMPIGNON/HAVE A SEAT	200 7 AVENUE, NY 10011
CHAN'S GARDEN	456 9 AVENUE, NY 10018
CHAN'S KITCHEN	4421 BROADWAY, NY 10040
CHAN'S TACO CITY	1143-114 5 1 AVENUE, NY 10021
CHANDAN SUBARNA, CORP	108 WEST 145 STREET, NY 10039
CHANDNI RESTAURANT	11 WEST 29 STREET, NY 10001
CHANGO	239 PARK AVENUE SOUTH, NY 10003
CHANNEL	247 WEST 30 STREET, NY 10001

CHA CHA'S BOCCA
113 MULBERRY STREET, NY 10013
Inspection Date: 05/06/2004
Passed inspection. Follow-up inspection not required.

Violations were cited in the following significant area(s) and those requiring immediate action were addressed.

1. Food Protection Certificate not held by supervisor of food operations.

2. Food contact surface not properly maintained or not washed, rinsed and sanitized after each use and following any activity when contamination may have occurred

3. Sanitized equipment or utensil, including in-use food dispensing utensil, improperly used or stored.

If you would like to receive a copy of the full inspection report, call **"311"** (for City Government*) between 9 A.M. and 5 P.M., Monday through Friday, and state that you would like to obtain a copy of a restaurant inspection report.

A Department representative will take your information and mail you the most recent inspection reports for up to five establishments, free of charge.

*(Outside the five boroughs of New York City, call **"212-NEW-YORK".)

Go to: Restaurant Inspection Information Page || Administrative Procedures || Inspection Policies || Glossary

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To steal ideas from one person is plagiarism; to steal from many is research

Hindsight is an exact science

Inside every large problem is a small problem struggling to get out

If you find yourself in a hole, the first thing to do is stop diggin'

California Portal Designs

Interface, Navigation & Branding

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Items to Consider

- Structural layout of interface design
- Navigation paradigm
- California branding
- Color schemes
- Possible content layouts

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Interface Elements

- California brand
- State/Department title area
- Search
- Main navigation
- "Skip To" navigation
- Legal information

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Where We're At Right Now

- Narrowed interface design down to two options
- Narrowed color schemes down to five options
- Narrowed California brand to two options
- Exploring a two-level horizontal navigation
- Getting feedback from webmasters

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Design One

Design One With Tabs
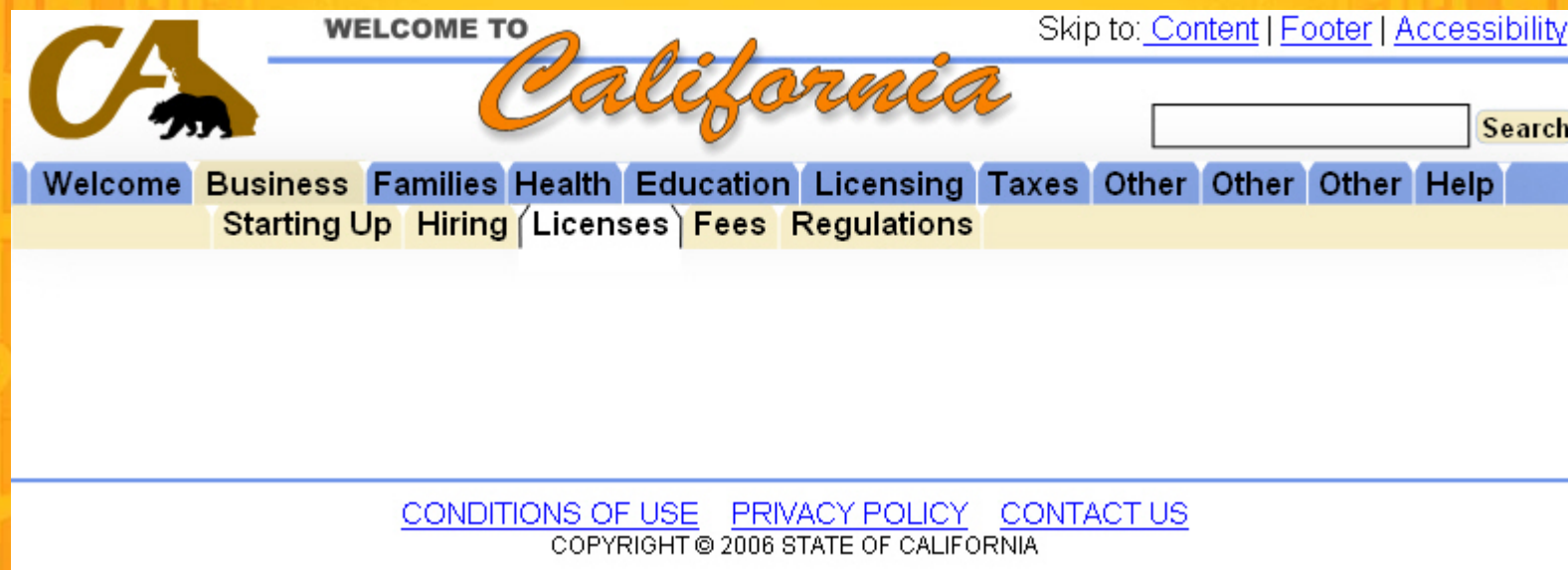
Design Two

Navigation Proposal

- Multi-level horizontal main navigation
- Additional navigation can be handled as page content

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California Branding Proposals

Content Layout

- Content layouts will follow grid layout model, but actual layout dictated by content and use

Search

Most Visited

1. **DMV**
2. **EVENTS IN CALIFORNIA**
3. **JOBS**
4. **STATE PHONE DIRECTORY**
5. **LEGISLATION**
6. **LICENSES**
7. **STATE LOTTERY**
8. **TAXES**
9. **UNCLAIMED PROPERTY**
0. **UNEMPLOYMENT**

Visit the Governor's website

The Governor saves millions for California.

- Important item to see. Click somewhere to read something about
- Important item to see. Click somewhere to read something about
- Important item to see. Click somewhere to read something about
- Important item to see. Click somewhere to read something about

What's New

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Header Title

What's New

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Aliquam at leo sit amet mi luctus ultrices. Etiam vehicula ante id tellus. Cras ullamcorper elit placerat metus pretium fringilla. Nunc congue. Fusce sem turpis, ultricies vel, porttitor vitae, faucibus sit amet, quam. Etiam at risus et ante posuere sollicitudin. Nam sapien lacus, accumsan a, molestie eu, tempus eu, sapien. Ut augue. Vivamus eget magna id nisl bibendum dapibus. Praesent mollis augue non ipsum.

Header Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Mauris justo libero, sodales a, pulvinar quis, aliquet vel, mauris. In aliquet massa a neque. nar quis.

Flex your POWER

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Mauris justo libero, sodales a, pulvinar quis.

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How to Provide Feedback

- Email Dane Wilson at the DTS at:

  Dane.Wilson@dts.ca.gov

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IOUCA

Information Organization, Usability, Currency, & Accessibility Working Group

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The IOUCA is a cross-agency working group promoting website usability and accessibility.

- California Military
- California Research Bureau
- California State Library
- Consumer Affairs
- DMV
- EDD
- Enterprise Architecture
- Food & Agriculture
- Franchise Tax Board
- Health Services

- Independent Living Council
- Insurance
- Managed Health Care
- Peace Officer Standards and Training
- Rehabilitation
- Social Services
- State CIO's Office
- Technology Services

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Our Charge

- The IOUCA is charged with recommending direction to ensure usability and accessibility of state websites through proposed standards and guidelines.

- Proposals include a business case, recommended standards and guidelines, possible approaches to implementation, tools for implementation, and reference materials.

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What We've Done…

- Accessibility
  - Section 508
  - W3C Levels I and II
  - Best Practices from DOR
- Usability
  - High-level direction for website usability
- Separating Content from Presentation
  - Separate content from presentation using Cascading Style Sheets

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Current Efforts

- Usability Engineering and Testing
- Writing and Managing Content for the Web
- Classifying and Organizing Information to Support Search and Navigation
- Technical Implementation Standards and Guidelines to Support Usability and Accessibility

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Usability

- Engineering
  - Know your audience
  - Simplify user interface
  - Design for interaction
- Testing
  - Conduct user testing
  - Identify problems
  - Meet your objectives and your users' needs

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Usability – Four Steps

1. **Plan**

   – Think about what you want to achieve and create a focused vision that will benefit both your internal and external users.

2. **Research**

   – Know the user, your audiences, what categories do they fall under, what are they looking for?

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Usability – Four Steps

3. Analyze
   – Analyze the current site, identify users and conduct task analysis

4. Design
   – Design page layout requirements (home page, headers and footers, understandable and scannable),
   – Navigation scheme, (choose a structure that matches your users' needs)

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Usability – Four Steps

4. Design

    –   Text appearance, (easy and comfortable to see and read)

    –   Scrolling and paging (do not overload your page were it may affect the speed and size); conduct "content inventory".

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Content

- Writing for the Web
  - Writing for your audience
  - Content layout
- Non-Text Content
- Content Review and Maintenance
  - Content Ownership and Model Review Process
  - Content Currency and Accuracy
- Managing Hyperlinks

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Findability

- Make Content Easy to Find
  - Information Organization
  - Labeling
- Support Search and Navigation
  - Metadata
  - Taxonomies, Folksonomies, Classification

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Findability

- Faceted Classification for a Recipe
  - Course
  - Cuisine
  - Dish
  - Season/Holiday
  - Preparation Method

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Technical Implementation

- Standards
  - Cascading Style Sheet (CSS) Version
  - Browser Support
  - (X)HTML Version
  - Document Type (DocType)
  - Character Set

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Technical Implementation

- Implementation Support
  - Semantic Markup
  - Graphics and Images
  - Template Structure
  - Typography
  - Metatags
- Master Pages and Content Management Systems

How Get Involved

- To request information, participate in the working group, or volunteer your department web team for real-world review of recommendations, contact:
  - John Jewell, (916) 653-0293 jjewell@library.ca.gov
  - Kris Ogilvie, (916) 651-6800 kogilvie@library.ca.gov
  - Debbie Schwartz, (916) 653-6812 dschwartz@library.ca.gov

- For additional information visit the State CIO's website at http://www.cio.ca.gov/PortalSteeringCommittee.html

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To Participate in Current Efforts

- Usability
  - Donna Freeman, 845-6737, donna.freeman@ftb.ca.gov
- Content
  - Debbie Schwartz, 653-6812 dschwartz@library.ca.gov
- Findability
  - Kris Ogilvie, 651-6800 kogilvie@library.ca.gov
- Technical Implementation
  - Steve Branson, 496-7208 sbranson@dhs.ca.gov

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Questions and Answers

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